



Curbing Teen Driver Crashes

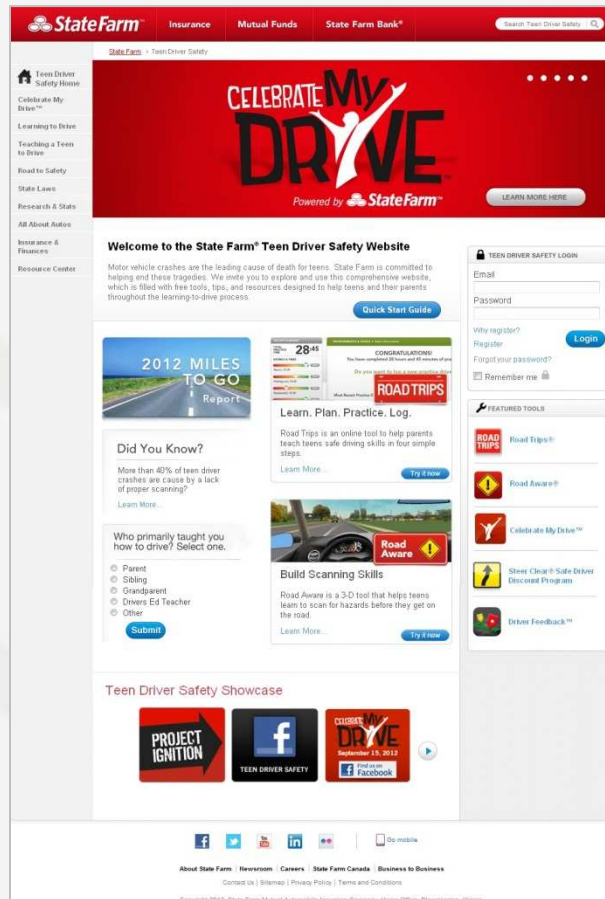
An In-Depth Look at State Initiatives

18th Annual Michigan Traffic Safety Summit

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http://teendriving.statefarm.com



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Car crashes...

- #1 cause of death (15-20 yr olds)
- Highest for 16-yr-olds (licensing age, 34 states)
- 4x's higher for drivers <20 than older drivers
- 15% of US population, but account for as much as 30% (\$26B) of total cost of mv injuries nationwide

CDC, Kweon & Kockelmann, Oleen & Teigen



Fatal crashes involving teen drivers...

- On the decline nationwide...

2000
↑↓
8,224

2011
↑↓
4,161



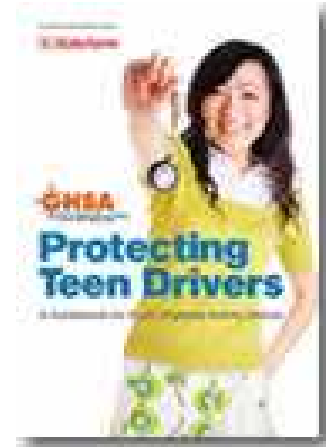
Teens crash because...

- Brain development
- Inexperience (failure to yield, follow 2 close)
- Easily distracted
- Prone to speed
- Less likely to buckle up



GHSA takes a look at...

- Protecting Teen Drivers (2010)
- Curbing Teen Crashes (2012)
- Parent Engagement (May)



Curbing teen crashes...

Six focus areas

1. & 2. Strengthening & enforcing GDL laws
3. Educating & engaging parents
4. Driver education/training
5. Engaging teens
6. Garnering media coverage



Strengthening GDL laws...

Key takeaways

1. Establish formal coalition/task force w/champion & administrator
2. Use state specific crash data & real life stories
3. Survey parents/teens to gauge support
4. Determine “must haves” & legislature’s temperature



Optimal GDL (MAP-21)...

Should include:

1. Minimum permit age (16) & waiting period (6 months)
2. Supervised practice hours (40+)
3. Minimum intermediate age (17)
4. Nighttime driving restriction (10 p.m. – 5 a.m.)
5. Passenger restriction (no more than 1)
6. Minimum licensure age (18)

NHTSA – MAP-21



MICHIGAN'S GRADUATED LICENSE SYSTEM

Driver Education Segment 1	Level 1 License	Preparation for Driver Education Segment 2	Driver Education Segment 2	Preparation for Driving Skills Test	Driving Skills Test	Level 2 License	Level 3 License
<p>Minimum age of 14 years and 8 months</p> <p>Vision/health screening prior to behind-the-wheel experience</p> <p>Minimum 24 hours of classroom</p> <p>Minimum six hours behind-the-wheel experience</p> <p>Minimum four hours behind-the-wheel observation time</p> <p>Written exam required</p>	<p>No fee</p> <p>14 years, 9 months of age</p> <p>Vision exam</p> <p>Health standards</p> <p>Written approval of parents</p> <p>Proof of Social Security number, legal presence, identity and Michigan residency</p> <p>May drive only with parent or designated licensed adult age 21 or older</p>	<p>Complete at least 30 hours of the required 50 hours of behind-the-wheel practice driving with parent, including two hours of the required 10 hours night driving</p> <p>Held a valid Level 1 License for not less than three consecutive months</p>	<p>Minimum six hours of classroom</p> <p>Written exam required</p>	<p>Complete what remains of the required 50 hours behind-the-wheel, including what remains of the 10 hours required night driving</p> <p>Review study guides</p>	<p>Fee will vary</p> <p>Minimum of six months at Level 1</p> <p>Vehicle inspection</p> <p>Off-road test</p> <p>On-road test</p>	<p>Fee required</p> <p>16 years of age</p> <p>90 days crash- and violation-free prior to application for Level 2 License</p> <p>Shall not operate a motor vehicle between 10 p.m. and 5 a.m. except when: driving to or from or in the course of employment; driving to or from an authorized activity; or accompanied by a parent or legal guardian or a licensed driver 21 years of age or older designated by the parent or legal guardian.</p> <p>Shall not operate a motor vehicle at any time with more than 1 passenger in the vehicle who is less than 21 years of age except: when the additional passengers are immediate family members; when driving to or from or in the course of employment; while going to or from an authorized activity; or when accompanied by a parent or legal guardian or a licensed driver 21 years of age or older designated by the parent or legal guardian.</p> <p>For a list of authorized activities refer to the following page.</p>	<p>No fee</p> <p>17 years of age</p> <p>Minimum of six months at Level 2</p> <p>12 consecutive months of crash- and violation-free driving at Level 1/Level 2 prior to application for Level 3 License</p> <p>Full driving privileges with no restrictions</p>
Minimum three-week class	Minimum of six months				Minimum of six months		

GDL enforcement...

Key takeaways

1. Use peer-to-peer training that involves top brass
2. Address teen crash risk and how GDL works to address that risk
3. Establish formal SOPs
4. Recognize the challenge of identifying GDL holders



Variety of tools...

- Education: Podcasts (NY), printed materials (NJ) to demystify the GDL law & overcome objections
- On the spot suspensions (CT)
- Decals & magnets to identify GDL holders (NJ, DE, MI)



What about the decal?

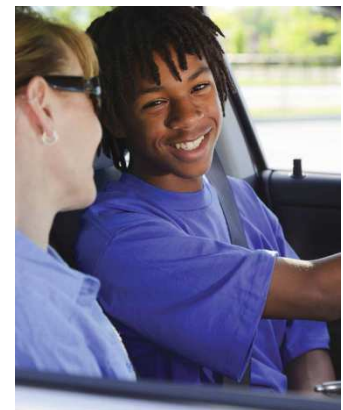
- Aids with enforcement of the GDL requirements (14% increase yr 1)
- Not a new concept, used around the world with no negative impact on safety
- NJ AG report, no incidents impacting teen safety
- Driving down crashes (9% decrease in yr 1; 1,625 fewer crashes involving probationary drivers)



Educating & engaging parents...

Key takeaways

1. Parents are the chief GDL enforcer, but unfamiliar with the concept
2. Parents style impacts GDL acceptance & enforcement
3. Facilitated guidance coupled w/written materials most effective
4. Incentive/mandate may be necessary
5. Give parents online access to teen driving records



Parents think...

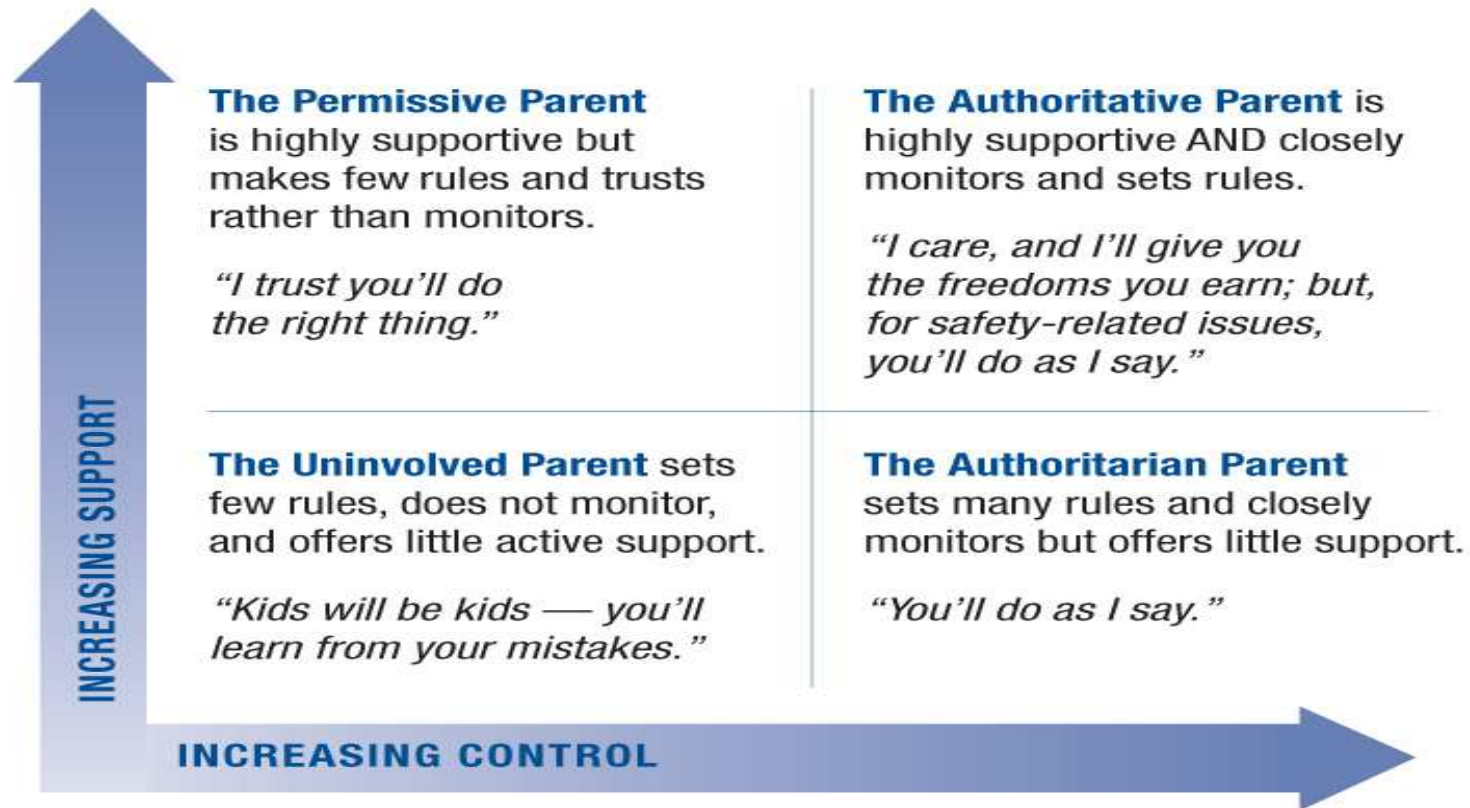
Top 5 Worries

1. Kidnapping
2. School snipers
3. Terrorists
4. Dangerous strangers
5. Drugs

Top 5 Realities

1. Car crashes
2. Homicide
3. Abuse
4. Suicide
5. Drowning

Parenting styles matter...



Connecticut...

- 2-hour mandatory parent/teen course, bundled w/ 8-hr safe driving course
- GDL; teen risk; brain development; parents' roles, responsibilities & liability; coaching tips & techniques
- Parent/teen model contract, tool kit & curriculum update



Program impact (CT)...

- 16.6% ↓ in 16 & 17 yr. old at-fault crashes in 2008 compared to 2007
- 2008 & 2009 teen driving-related fatalities & injuries ↓ 20% & 21%, respectively
- 85% ↓ in 16/17 yr old driver fatalities 2007-2011
- 37% ↓ in all reported teen driver crashes 2009-2010



Checkpoints

- One of the most effective preventions for addressing teen crash risk
- Moved from passive to facilitated; 30 minutes piloted w/trained health educators & DE professionals
- 9-minute video (crash risk, restriction setting, PTDA), discussion & C-points tryout



Saferdrivingforteens.org

Youngdriverparenting.org

Parent-Teen Driving Agreement

Part 1: Parents agree with (and supervise) (child/teen). (Teen driver is subject to your teen's driving program.)

1. Review form, discuss, and fill in (checkpoints) privileges for teen driving condition.
2. Discuss how long these privileges should remain in effect, and fill in length and date for teen driver.
3. Print and date agreed-upon privileges.
4. At future dates, discuss staying in Checkpoint longer or increasing privileges and fill in next Checkpoint.
5. Repeat process for all Checkpoints.

Driving Conditions	CHECKPOINT 1	CHECKPOINT 2	CHECKPOINT 3	CHECKPOINT 4
AGREEMENT				
TEEN PASSENGERS				
WEATHER				
ROADS				
Length of time in effect				
Start date or review of form				
Parent and teen must understand and agree to parent driving privileges	Parent _____ Teen _____	Parent _____ Teen _____	Parent _____ Teen _____	Parent _____ Teen _____

Program impact...

- 16x's more likely to report PTDA use than non-C-points participants (3/4 still using 6 months after program)
- 9x's more likely to have restrictions on driving with peer passengers & on weekend nights
- 3 1/2x's more likely to be restricted from driving on roads w/65mph+ limits
- Restricted from transporting 1 fewer passenger

Driver education & training...

Key takeaways

1. Must be integral part of GDL along w/parent involvement, stronger driver testing and longer training periods
2. Needs formal ownership
3. Should be assessed to identify strengths and areas for improvement



Driver Ed assessment...

- Tool to aid states measure, make decisions & maximize resources
- NHTSA lead agency, assembles team of experts
- 3-6 month to plan, weeklong
- Compare state's program to novice driver standards
- Final report outlines opportunities improvement



Engaging teens...

Key takeaways

1. Garner buy-in not only through what GDL is, but how and why it works to help them be good drivers
2. Give teens responsibility (helpful not prescriptive guidance)
3. Spark participation thru incentives, competition & hands-on learning
4. Conduct teen-led pre- and post-surveys



A word about peer pressure...

“...has practical implications for prevention & intervention among young drivers.”

For teens, their peer group not only has the power to “destroy” feelings of “safety or worth” by withholding social support, but “bolster” it as well.

Sela-Shayovitz & Varenhorst as cited in Henk & Fette



Teens in the driver seat...

- 1st widespread, grassroots peer-to-peer program focused exclusively on teen driver safety (TX, GA, NC, CT, CA)
- 5 common teen driver risks: nighttime driving, speeding, distractions (phones & passengers), seat belts & alcohol
- Teen-led surveys, legislative & press events, they are in charge (leave few adult fingerprints)



Program impact (TDS)...

- 10 county comparison w/ & w/o TDS 14.6%↓
in injury & fatal crashes in TDS counties
- 2003-2008, fatal crashes involving 13-19 yr
olds in Bexar (San Antonio), Dallas and Harris
(Houston) Counties↓ 37%, 49% & 71%
- \$500K budget, \$500M in savings



Operation Teen Safe Driving...

- Launched in Tazewell County, 15 teen deaths/15 mos.
- 900 schools invited, application process, top 15 schools/6 regions, \$2K grant
- How will you address traffic safety? P-2-P events, press coverage
- Top school/region, post-prom funding, Ford *Driving Skills for Life Ride & Drive* event



Program impact (OTSD)...

- No fatalities in Tazewell Cty
- Teen deaths ↓ 56% over 4 years of OTSD
- \$1 of public funding = \$5 private funding
- Expanded to Michigan, S4SD, 300 schools/11 counties w/high fatality rates, 50 selected/\$2K grants



Garnering media coverage...

Key takeaways

1. Don't assume media knows teen driving
2. Know thy media outlet
3. Mine your teen data for hidden gems
4. Train & incent teens to deliver the message
5. Supply web content
6. Become the definitive source
7. Simplify & localize research



Teen driving panel issues safety recommendations

By Jeff Gill

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POSTED March 18, 2013 12:56 a.m.

DOCUMENTS

- Governor's Commission on Teen Driving report

Monday on improving driving habits among their peers.

Among the Governor's Commission on Teen Driving's suggestions was a call to reform the state's Alcohol and Drug Awareness Program in high schools, starting with changing its name to the Impaired Driving Awareness Program.

"This alteration of program name reflects our sentiment that drunk driving is no longer the only problem on our roadways in the state of Georgia," states a seven-page report issued by the 22-member panel.

"ADAP seeks to educate kids about alcohol and drugs and driving," said Eric Beeler, the commission's chairman and a Johns Creek resident.

"We believe it should focus more on distracted drivers with nighttime restrictions and passenger laws, so that kids are more aware of those laws."

The commission presented its recommendations during a two-hour session at Lake Lanier Islands' Legacy Lodge Conference Center.

Announced by Gov. Nathan Deal in September 2012, the group is charged with "identifying strategies" in areas of driving concern.

The commission, overseen by the Governor's Office of Highway Safety, divided into subcommittees to address distracted driving, texting while driving and impaired driving.

Recommendations included marking teen driving restrictions on licenses, imposing community service punishments to replace fines and strengthening texting penalties.

One of the group's members, Susannah Hooks of Swainsboro, said of the commission's efforts, "We've all been affected by somebody in our community or somebody close to home, and we want to make the crashes come to zero. We don't want any more."

The session featured emotional testimony from a couple of the students, including Griffin Sorohan, whose brother is the namesake for Georgia's "Caleb's Law." Caleb died texting while driving in 2009 when he was a freshman at North Georgia College & State University in Dahlonega.

"With a larger fine and more points on the license, that could stop people (from texting while driving)," said Sorohan, who lives in Madison. "It didn't only take his life — it took a part of ours."

Nathan Sidey of Dillard talked about his motivation for applying to serve on the commission.

His father, a computer analyst, was killed by a drunken teenage driver in Florida when Sidey was a small child. Sidey showed pictures of the wrecked cars, as well as family pictures, including one of his father holding him as a 21-month-old.

"I don't want someone else's life to change like mine did," Sidey said.

BUFORD — Through stories of personal tragedy and concerns about their generation, a group of teens from around Georgia presented recommendations

<http://www.11alive.com/video/default.aspx?bctid=2238952409001>



Final thoughts....

- Parental understanding & involvement key, parents are the chief GDL enforcer
- Law enforcement leaders must get on board
- Teens must own the issue
- Local data is essential for making the case
- Continually assess & evaluate (data, public perception, driver ed, etc.)
- Educate the press and they will call



Thank you!

“I have one son; I have done everything I can to get him this far in life. I’m not just going to throw him the keys.”

Pam Fischer

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